

New Jersey Institute of Technology Digital Commons @ NJIT

Humanities Syllabi

NJIT Syllabi

Fall 2018

ENG 353-101: Composing Documents for Print

Christopher Funkhouser

Follow this and additional works at: <https://digitalcommons.njit.edu/hum-syllabi>

Recommended Citation

Funkhouser, Christopher, "ENG 353-101: Composing Documents for Print" (2018). *Humanities Syllabi*. 18.
<https://digitalcommons.njit.edu/hum-syllabi/18>

This Syllabus is brought to you for free and open access by the NJIT Syllabi at Digital Commons @ NJIT. It has been accepted for inclusion in Humanities Syllabi by an authorized administrator of Digital Commons @ NJIT. For more information, please contact digitalcommons@njit.edu.

ENG 353

Composing Documents for Print Fall 2018 course syllabus

Chris Funkhouser
funkhous@njit.edu

Office Hours Tuesdays 2-5 p.m. 425 Cullimore

Catalog description for ENG 353:Explores information structuring via print and digital media; how computer technology has influenced the ways in which information is presented in modern culture. Focuses on the optimal ways to prepare and present information for technical and commercial use. Important concepts such as visual literacy and effective design are discussed and addressed.

* *Exploring the Elements of Design* (Third Edition), Poppy Evans & Mark A. Thomas, eds. ISBN-10: 1111645485. <http://www.delmarlearning.com>. Text is available at the NJIT Bookstore. Be sure to buy the 3rd edition.

* In order to successfully complete some of the assignments, you may need to purchase construction paper and coverstock paper, posterboard, or matte-board (preferably dark). You should be able to get materials at any store that sells school or art supplies (i.e., Staples, Office Max, Walmart); to be economical, students may wish to pool resources with each other.

- * Access to a computer with basic hardware and software. To create work during this course, students may need to access a scanner and graphics program; all assignments can be completed in NJIT labs.**
- * Class meets on Tuesday, 6:00 p.m., PC Mall 36. Office hours are 2-5 p.m. Tuesday, Cullimore 425. Office phone number is (973) 596-6335.**
- * You are required to complete the course evaluation at the end of the semester.**

Required Work / Assignments:

- 1. Students must complete all course assignments listed on the syllabus [35 points total].**
 - 2. Students will produce three course projects, a flyer, a poster, and a calendar. [35 points total]**
 - 3. Final Project: Students will produce an edition of your own newsletter (in print). [25 points]**
 - 4. Students must participate weekly in class discussions and complete in-class exercises. [5 points total]**
- + unexcused absences will not be tolerated and will lower a student's final grade +**

September 4:

Course Introduction; student introductions; software introduction (including Photoshop basics).

Obtain a copy of *Exploring the Elements of Design* (Third Edition), Poppy Evans & Mark A. Thomas, eds.; Copies of the book are available at the NJIT bookstore.

Read the Preface AND Chapter 1, "Defining the Language of Design".

Assignment 1 [5 points]: a.) "Photo/Hashtag Composition"; b.) "Selfie/Hashtag Composition". Using pictures taken with your phone (or other camera), add a #hashtag caption (text on top of image); create two examples for discussion. Bring hard copies (printouts) to class; due in class 9/11.

September 11:

Assignment 1 due; post to moodle.

Be prepared to discuss how the concepts introduced in Ch. 1 are reflected in things we see in everyday life.

Assignment 2 [5 points]: Complete project "Line, Letter, and Leaf", p. 32. Due 9/18

Notes: use a real leaf (leaves) in carrying out the assignment! Obtain and use physical materials to create the design. Do not forget to include the 3-inch border! Also, although the book specifies using a grey background, you may also use black, white, or any color; the book also says to "use up to three planes or divisions in the background"—please disregard this requirement and use a solid color for the background.

Read Chapter 2, "Typography in Design".

September 18:

Assignment 2 due; students will present and briefly discuss their work in class.

Assignment 3 [5 points]: "Letterform Grid", p. 79. Due 9/25

Note: You may choose to do this assignment by using hard-copy materials (i.e., cut-out squares of paper), or by using Photoshop (or other graphics software, keeping the same dimensions as specified in the book).

Discussion: Chapter 2 and Assignment 3

September 25:

In-class screening: Helvetica

Assignment 3 due; students will present and briefly discuss their work in class.

Read Chapter 3, "Imagery in Design".

Assignment 4 [5 points]: "Type Collage", p. 82. Due 10/2.

Note: Use software to produce the "Type Collage".

October 2:

Assignments 4 due; students will present and briefly discuss their work in class.

Discussion: Typography, issues regarding language and image.

Introduction to Illustrator.

We will form groups.

In class group exercise: "Imaginary Advertisement" (subject t.b.a.).

Read Chapter 4, "Color and Design".

Assignment 5 [5 points]: "Word and Type Mix and Match", p. 80. Due 10/9. Note: Use software to produce the "Word/Type Mix and Match."

October 9:

Assignments 5 due; students will present and briefly discuss their work in class.

Discussion: Color and Design.

Read Chapter 5, "Managing Effective Design".

Assignment 6 [5 points]: "Name Logo", p. 116. Due 10/16.

Note: Use software to produce the "Name Logo."

October 16:

Assignments 6 due; students will present and briefly discuss their work in class.

Discussion: Chapter 5 and Assignments.

In class group exercise: "Color and Season".

Read Chapter 6, "Research and Visual Communication".

Assignment 7 [5 points]: "Photo Crop", p. 117. Due 10/23.

Note: Use software to do this assignment; submit hard copy of the original and cropped images.

October 23:

Assignment 7 due; students will present and discuss their work in class.

Discussion: Chapter 5 and Ch. 6; graphics software tutorials; layout and output issues.

Project 1 [10 points]: Create a flyer (8.5 x 11" or 8.5 x 14") for a fictitious or real event using any software you are familiar with. Due 10/30, with a note (a paragraph) describing rationale and process in designing the poster, including the software you used to create it.

Read Chapter 7, "Media for Communication Artists".

October 30

Project 1 due (hard copy); students will present and discuss their work in class.

Discussion: Ch. 7; layout issues; layout software demonstration.

Project 2 [10 points]: Create a large scale poster for a subject of your own choosing, using any software you are familiar with. Minimum acceptable size is 11x17", and the poster should contain some text (as little as one word is fine). Due 11/6, with a note describing rationale and process in designing the poster including the software you used to create it.

Project 3 [15 points]: Create a bound (stapled, ring-bound, or other design) calendar with unity and cohesive theme, preferably using InDesign. Due 11/27

For the rest of the semester students will focus on completing the calendar and newsletter Projects. We will, as a group and on an individual basis, engage in considerable dialog about these projects.

Decide the topic of newsletter you are planning to produce for the Course Project. What is the purpose? Writing a proposal for your work, and post to moodle by 11/13. Be sure your proposal contains your publication's title, purpose, and the editor's (your) contact information.

Final Publication Project [25 points]: Using InDesign, or any other program available (i.e., Photoshop, Illustrator, Publisher), each student will prepare an edition of an 8-page printed newsletter (double-sided format and appropriately bound) or some other type of publication. Students will determine the subject matter of their publication, which should contain text and images, and reflect use of the design principles we've explored during the term. Hard copy of the Final Project must be delivered to Prof. Funkhouser at NJIT (c/o Humanities Dept., 4th floor Cullimore Hall) on the last night of class.

November 6: PROJECT STUDIO

Project 2 is due (hard copy).

Discussion: layout issues and questions; problem solving.

Collect materials for, and work on, Calendar Project.

November 13: PROJECT STUDIO

Discussion: proposal review and project dialog.

Bring hard copy of the pages of your Calendar to class.

Collect materials for, and work on, Calendar and Newsletter (Final) Project.

November 20: NO CLASS MEETING

November 27: PROJECT STUDIO

Project 3 is due (hard copy).

Discussion about final publication project.

December 4: PROJECT STUDIO & Prototype Review

December 11:

Final Project Due / Students will present projects in-class.

Incomplete grades (IN) will not assigned under any circumstance. Final grades will be based on works completed.

The NJIT Honor Code will be upheld in this course, and that any violations will be brought to the immediate attention of the Dean of Students.